

Intervention: Smoking cessation series of public service announcements

Finding: Insufficient evidence to determine effectiveness

Potential partners to undertake the intervention:

- | | |
|--|--|
| <input type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input type="checkbox"/> Schools or universities | <input type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

This intervention recruits and motivates tobacco users to quit during the course of a short-term broadcast cessation series.

Findings from the systematic reviews:

There is insufficient evidence to support the use of smoking cessation series of public service announcements as a means for reducing tobacco use.

Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence-based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

References:

Guide to Community Preventive Services -
<http://www.thecommunityguide.org/tobacco/default.htm>